

Curriculum Rationale and Overview (Scheme level)



Subject: Business Studies

Year group: 11

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
National Curriculum context						
Scheme of Learning Title:	Topic 2.2 Making marketing decisions	Topic 2.3 Making operational decisions	Topic 2.4 Making financial decisions	Topic 2.5 Making human resource decisions	Revision and exam skills	
Content <i>What will students know?</i>	2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business decisions	2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process	2.4.1 Business calculations 2.4.2 Understanding business performance	2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation	Revision of Theme 1 Revision of Theme 2 Exam preparation and answer structure development	
<i>What will students understand?</i>	<ul style="list-style-type: none"> The design mix The product life cycle The importance of a differentiated product Pricing strategies Influences on pricing strategies Methods of distribution 	<ul style="list-style-type: none"> The purpose of business operations Different production processes The impact of technology on production Methods of managing stock The role of procurement The concept and importance of managing quality 	<ul style="list-style-type: none"> The concept and calculation of: gross profit and net profit The calculation and interpretation of: gross profit margin, net profit margin and average rate of return The use and interpretation of quantitative data to support, inform and justify business decisions 	<ul style="list-style-type: none"> Different organisational structures The importance of effective communication Different ways of working Different job roles and responsibilities How business recruit The importance of training and developing employees The importance of motivation 	<ul style="list-style-type: none"> How to structure an answer for each question The importance of application How to develop chains of analysis How to create a judgement 	

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	<ul style="list-style-type: none"> How the marketing mix helps to build a competitive advantage 	<ul style="list-style-type: none"> The sales process 				
<p><i>What will students be able to do?</i></p>	<p>State, apply, discuss, analyse and evaluate:</p> <ul style="list-style-type: none"> The three elements of the design mix Each stage of the product life cycle The importance of differentiating a product Each pricing strategy, including: price skimming, price penetration, loss leader, competitive pricing and cost-plus pricing Factors that influence pricing strategies A variety of promotional strategies, 	<p>State, apply, discuss, analyse and evaluate:</p> <ul style="list-style-type: none"> The purpose of producing goods and providing a service The potential use of different production methods, including: job, batch and flow How technology has impacted the production process The different methods of stock control a business could use, including: bar gate stock graphs and Just in time (JIT) stock control The importance of relationships with suppliers The impact of logistics and supply decisions on: costs, reputation and 	<p>State, calculate, apply, discuss, analyse and evaluate:</p> <ul style="list-style-type: none"> The concept of gross profit and net profit The interpretation of gross profit margin, net profit margin and average rate of return The use and limitations of financial information and data 	<p>State, apply, discuss, analyse and evaluate:</p> <ul style="list-style-type: none"> The characteristics of different organisational structures, including: hierarchical and flat The features of centralised and decentralised decision making The impact of insufficient or excessive communication Barriers to effective communication Different ways of working, including: part-time, full-time, flexible hours, permanent, temporary and freelance The key job roles and their responsibilities 	<ul style="list-style-type: none"> Provide full and detailed answers demonstrating the skills they will be assessed on, which is: knowledge, application, analysis and evaluation. 	

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	<p>including: advertising, sponsorship, product trials, special offers and branding</p> <ul style="list-style-type: none"> • The impact technology has on promotion • Distribution channels used by a business • How each element of the marketing mix can influence other elements • The importance of gaining a competitive advantage through using the marketing mix 	<p>customer satisfaction</p> <ul style="list-style-type: none"> • The importance of quality and how it can be managed, including: quality control and quality assurance • The features of the sales process • The importance of providing good customer service 		<ul style="list-style-type: none"> • The importance of recruitment documentation • Different recruitment methods used, including: internal and external • The different ways of training and developing employees • Why businesses decide to train and develop employees • The importance of motivation within the workplace • The methods businesses use to motivate staff, including: financial and non-financial 		
<p>How will they be formally assessed?</p>	<p>End of topic 2.2 test consisting of:</p> <ul style="list-style-type: none"> • Multiple choice • Short answer questions • Data response 	<p>End of topic 2.3 test consisting of:</p> <ul style="list-style-type: none"> • Multiple choice • Short answer questions • Data response • Extended writing questions 	<p>End of topic 2.4 test consisting of:</p> <ul style="list-style-type: none"> • Multiple choice • Short answer questions • Data response • Extended writing questions 	<p>End of topic 2.5 test consisting of:</p> <ul style="list-style-type: none"> • Multiple choice • Short answer questions • Data response • Extended writing questions 	<p>External examinations.</p>	

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	<ul style="list-style-type: none"> Extended writing questions 					
Blended Learning Opportunities (yr 7 & 8)						
Literacy/Numeracy/Personal Development	<ul style="list-style-type: none"> New terminology Extended writing 	<ul style="list-style-type: none"> New terminology Extended writing 	<ul style="list-style-type: none"> New terminology Extended writing Business calculations Interpreting numerical data and graphs 	<ul style="list-style-type: none"> New terminology Extended writing 		
Links to Prior learning	Links to elements of topic 1.3.					